

# Attagel® 40 / 50



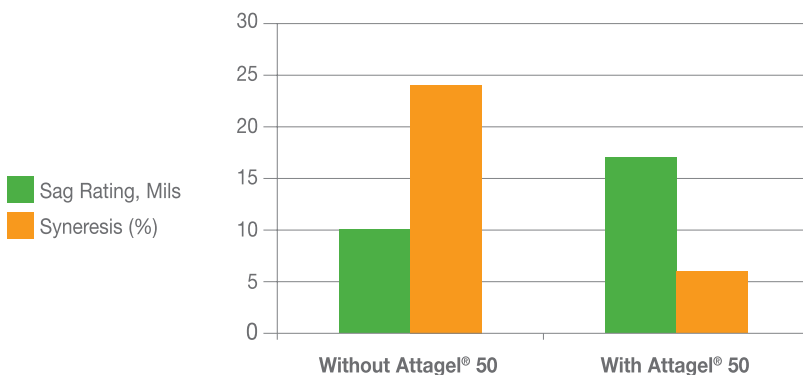
## Attapulgite rheology modifiers for low-shear viscosity control

Attagel® 40 and Attagel® 50 are made from specially processed attapulgite, a hydrated magnesium aluminosilicate and a principal member of the fuller's earth family of clay minerals having the ideal formula:  $3MgO - 1.5Al_2O_3 - 8SiO_2 - 9H_2O$ .

The highly thixotropic behavior of these attapulgite products gives formulators a cost effective way to develop coatings with improved syneresis control and sag resistance without compromising leveling and film build.

### Attagel® 50 in combination with a HEUR thickener in a PVA-based flat paint

The graph below shows the benefits of using Attagel® 50 in combination with an associative rheology modifier in a flat white architectural coating. The HEUR thickener was reduced by 12% and replaced with 0.4% Attagel® 50 on total formulation.



Leveling	CTRL	Equal to CTRL
KU Viscosity	99	94

Attagel® 50 allows the formulator to increase sag resistance and decrease syneresis with no significant effect on leveling. In addition, the 12% decrease in the more expensive HEUR thickener results in overall cost savings for the paint manufacturer.

### Attagel® 40 / 50: Characteristic Values

Property	Attagel® 40	Attagel® 50
Appearance	Beige powder	Beige powder
Specific gravity	2.4	2.4
Average particle size	11 microns	9 microns
Bulk density (loose)	481 kg/m <sup>3</sup>	400 kg/m <sup>3</sup>

<sup>1</sup> VOC content <0,1% acc. to EU 2004/42 (b.p. >250°C)

### Performance Highlights

- Assist in syneresis control, sag resistance, anti-settling, leveling and film build
- Highly thixotropic
- Easy to disperse in aqueous and solvent based systems
- Compatible with most additives and tolerate most physical chemical environments
- Cost effective

### Sustainability Highlights

- VOC-free acc. to EU 2004/42<sup>1</sup> & US-EPA Method 24
- APEO-free
- Made from naturally occurring clay
- Solvent-free
- Odor-free
- Very efficient at low dosage



## Contacts worldwide

### Asia

BASF East Asia Regional Headquarters Ltd.  
45/F., Jardine House  
No. 1 Connaught Place  
Central  
Hong Kong  
formulation-additives-asia@basf.com

### Europe

BASF SE  
Formulation Additives  
67056 Ludwigshafen  
Germany  
formulation-additives-europe@basf.com

### North America

BASF Corporation  
11501 Steele Creek Road  
Charlotte, NC 28273  
USA  
formulation-additives-nafta@basf.com

### South America

BASF S.A.  
Rochaverá - Crystal Tower  
Av. das Nações Unidas, 14.171  
Morumbi - São Paulo-SP  
Brazil  
formulation-additives-south-america@basf.com

[www.basf.com/formulation-additives](http://www.basf.com/formulation-additives)

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